

Energy Drinks in Romania

Market Direction | 2024-11-19 | 28 pages | Euromonitor

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Report description:

Energy drinks in Romania has faced significant challenges in 2024, largely due to recent changes in taxation policies that have increased the financial burden on both manufacturers and consumers. The rise in VAT and the imposition of a sugar tax have led to higher unit prices, which, in a context of persistent high inflation, have made energy drinks less accessible to some consumers. Compounding these pressures, the government also implemented a ban on the sale of energy drinks to minors in 2024...

Euromonitor International's Energy Drinks in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Energy Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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